



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DIRECTOR OF MEMBER ENGAGEMENT

YMCA: Wellness Center Branch at the Union Health Park

Location: Union, NJ

POSITION SUMMARY:

The Gateway Family YMCA Wellness Center Branch, which opened in 2011, specializes in health and well being programs and services for those who struggle to live a healthy lifestyle. The Director of Member Engagement directs all aspects of membership for the branch including recruitment of new members, retention of existing members, customer service and supervision of Welcome Center staff team. This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility.

The candidate must possess the ability to lead the Membership Department and work closely with the Wellness Department to provide excellent member service and engagement resulting in strong retention while strategizing, implementing and evaluating all initiatives in new member recruitment and growth. The Director of Member Engagement must have a minimum of three years' experience supervising others, excellent oral and written communication skills consistent with Y branding, excellent follow-through; must possess out of the box thinking, initiative, enthusiasm, good judgment and strong customer service skills.

ESSENTIAL FUNCTIONS

- Implements membership strategies that support recruitment of new members and retention of existing members. Creates a member-focused culture and models relationship-building skills in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction.
- Recruits, hires, trains, develops, schedules and directs Welcome Center staff team and volunteers as needed. Reviews and evaluates staff performance. Develops strategies to motivate staff and achieve goals.
- Promotes membership and program enrollment in interactions with existing and potential members. Coordinates program registration, including logistics to support phone inquiries, walk-in and web registrations.
- Coordinates branch marketing efforts for membership and programs, including program brochure and social media. Serves as branch brand ambassador.
- Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances. Incorporates sales goals and essential reporting.
- Ensures proper implementation of Welcome Center procedures. Reviews and updates procedures and communicates changes to staff. Coordinates with the Branch Administrative Director as necessary on financial transactions.

- Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA. Forges strong community relationships and collaborations with other local organizations and businesses.
- Leads assigned aspects of Annual Support Campaign fundraising
- Scheduled hours will include Saturday and two evenings per week. Schedule may vary and requires flexibility and availability to attend community events.

QUALIFICATIONS

- Bachelor's Degree or equivalent experience in communication, marketing, customer service, sales or related field.
- A minimum of three years supervisory experience in a customer service setting, preferably a YMCA.
- Excellent oral and written communication skills consistent with Y branding.
- Creativity and strong commitment to a member engagement and socialization
- High ability to recruit, retain and coach staff; while fostering a positive team atmosphere.
- Practical experience in planning and managing a budget.
- Excellent administrative and organizational skills. Must be detail oriented.
- Genuine display of strong Listen First skills and outstanding leadership in relationship building, team work, and community relations.
- Proficiency in Microsoft Word, Publisher and Excel.
- Prior experience with CCC, Daxko or membership CRM preferred.
- Bi-lingual in English and Spanish is a plus.

Cause-Driven Leadership® Competencies

Mission Advancement: Accept and demonstrate the Ys values. Demonstrate a desire to serve others and fulfill community needs. Recruit and build effective, supportive relationships with volunteers. Support fundraising.

Collaboration: Work effectively with people of different backgrounds, abilities, opinions and perceptions. Build rapport with staff, members and community partners to advance the mission of the YMCA. Use Listen First skills to seek understanding and meaning through in person and written communication methods. Take initiative to assist in the development of others.

Operational Effectiveness: Make sound judgments, and transfer learning from one situation to another. Embrace new approaches and discover ideas to improve member experience. Establish goals, clarify tasks, plan work and actively participate in meetings. Strive to meet or exceed goals and deliver a high-value experience for members.

Personal Growth: Pursue self-development that enhances job performance. Demonstrate an openness to change and seek opportunities within that change process. Accurately assess personal feelings, strengths and limitations and how they impact relationships. Have the functional and technical knowledge and skills required to perform well. Use best practices and demonstrate up-to-date knowledge and skills.

HOW TO APPLY

Colleen Clayton, Interim Branch Executive Director, Wellness Center Branch

Apply By Email: cclayton@tgfymca.org

Resumes until: 12/22/17

Contact: Colleen Clayton